



WXYZ

ORDER

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Flight Dates 10/22/12-11/06/12

<u>Contract / Revision</u>	315358 /	<u>Product</u>	<u>Order Sep</u>	00:20:00
<u>Original Date / Revision</u>		DIBC2 Detroit Int Bridge Co 2012	<u>Estimate #</u>	C22N06
10/19/12	10/19/12	<u>Agency Com</u> 15%	<u>Alt Order #</u>	
		<u>Billing Contact</u>	<u>Billing Type</u>	Cash
<u>Advertiser</u>	The People Should Decide C	814 King Street - Suite 400	<u>Order Type</u>	GENERAL
		Alexandria, VA 22314-3039	<u>Billing Cycle</u>	EOM/EOC
<u>Agency</u>	Smart Media Group		<u>Billing Calendar</u>	BROADCAST
<u>Buying Contact</u>			<u>Demographic</u>	A25-54
814 King Street - Suite 400		<u>Sales Office</u> EWSDC	<u>Rev Codes</u>	POL POL ISS Ballot
Alexandria, VA 22314-3039		<u>Sales Region</u> NAT	<u>Product Codes</u>	PL
		<u>Agency Ref</u>	<u>Priority</u>	P-1
			<u>Advertiser Ref</u>	

Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share 28% Market Value 320892

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WADL	%	0
WDIV	28%	89850
WDWB	%	0
WJBK	25%	80223
WKBD	%	0
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	19%	60969

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	26	\$29,835.00	\$35,100.00	0.00	10/01/12	10/28/12	26	\$29,835.00	\$35,100.00
November 2012	39	\$46,537.50	\$54,750.00	0.00	10/29/12	11/06/12	39	\$46,537.50	\$54,750.00
Totals	65	\$76,372.50	\$89,850.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Spots	Amount	
N 1	WXYZ	10/22/12	10/26/12	12-1pm M-F 12-1pm	CM	12-1pm	M-W-F--	:30	3	\$1,500.00	FX	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>									
		Week: 10/22/12	10/28/12	M-W-F--		3	\$1,500.00								
N 2	WXYZ	10/29/12	11/02/12	12-1pm M-F 12-1pm	CM	12-1pm	M-W-F--	:30	3	\$1,500.00	FX	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>									
		Week: 10/29/12	11/04/12	M-W-F--		3	\$1,500.00								
N 3	WXYZ	11/05/12	11/05/12	12-1pm M-F 12-1pm	CM	12-1pm	M-----	:30	1	\$1,500.00	FX	0.00	NM	1	\$1,500.00



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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Type	Spots	Amount
N15	WXYZ	11/05/12	11/06/12	6am News M-F Action News 6am	CM	6-7am M-F	MT-----	:30	2	\$2,000.00	FX	0.00	NM	2	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 11/05/12 11/11/12 MT----- 2 \$2,000.00 0.00															
N16	WXYZ	10/22/12	10/26/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	M- W- F- -	:30	3	\$2,000.00	FX	0.00	NM	3	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12 10/28/12 M- W- F- - 3 \$2,000.00 0.00															
N17	WXYZ	10/29/12	11/02/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	M- W- F- -	:30	3	\$2,000.00	FX	0.00	NM	3	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 M- W- F- - 3 \$2,000.00 0.00															
N18	WXYZ	11/05/12	11/06/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	MT-----	:30	2	\$2,000.00	FX	0.00	NM	2	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 11/05/12 11/11/12 MT----- 2 \$2,000.00 0.00															
N19	WXYZ	10/22/12	10/26/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	- T- T- -	:30	2	\$1,500.00	FX	0.00	NM	2	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12 10/28/12 - T- T- - 2 \$1,500.00 0.00															
N20	WXYZ	10/29/12	11/02/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	M- W- F- -	:30	3	\$1,500.00	FX	0.00	NM	3	\$4,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 M- W- F- - 3 \$1,500.00 0.00															
N21	WXYZ	11/05/12	11/06/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	MT-----	:30	2	\$1,500.00	FX	0.00	NM	2	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 11/05/12 11/11/12 MT----- 2 \$1,500.00 0.00															
N22	WXYZ	10/27/12	11/03/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	1	\$1,200.00	FX	0.00	NM	2	\$2,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12 10/28/12 -----S- 1 \$1,200.00 0.00															
Week: 10/29/12 11/04/12 -----S- 1 \$1,200.00 0.00															
N23	WXYZ	10/27/12	11/03/12	Action News SAT 8am Action News SAT 8am	CM	SAT 8-9am	-----S-	:30	1	\$1,200.00	FX	0.00	NM	2	\$2,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12 10/28/12 -----S- 1 \$1,200.00 0.00															
Week: 10/29/12 11/04/12 -----S- 1 \$1,200.00 0.00															
N24	WXYZ	10/25/12	10/26/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M- -TF- -	:30	2	\$750.00	FX	0.00	NM	2	\$1,500.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12 10/28/12 ---TF- - 2 \$750.00 0.00															
N25	WXYZ	11/01/12	11/02/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M- -TF- -	:30	2	\$750.00	FX	0.00	NM	2	\$1,500.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 ---TF- - 2 \$750.00 0.00															
N26	WXYZ	11/05/12	11/05/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M- M-----	:30	1	\$750.00	FX	0.00	NM	1	\$750.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 11/05/12 11/11/12 M----- 1 \$750.00 0.00															
N27	WXYZ	10/27/12	11/03/12		CM	1230am-130am	-----S-	:30	1	\$250.00	P-2	0.00	NM	2	\$500.00



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